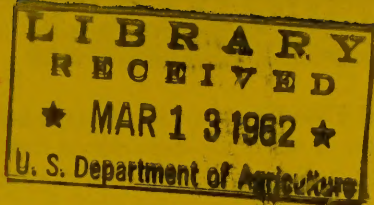


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[1962]



Ag

S. Scherer & Sons

THE LARGEST GROWERS of WATER LILIES
AND AQUATIC PLANTS on LONG ISLAND



DIRECTOR
GEORGE T. MOORE



Water Lilies

AND AQUATIC PLANTS

NURSERY: WATERSIDE ROAD • NORTHPORT, L. I., N. Y.

WATER PLANTS may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed.

TROPICAL WATER LILIES are shipped from May 25th on.

AQUARIUM PLANTS, when ordered alone, are shipped at once.

ALL WATER PLANTS are shipped by Parcel Post unless customer specifies some other carrier. If Express is specified shipment will be made charges collect.

Items other than waterplants will be shipped by Express.

— Unless otherwise specified Sufficient Postage must be included with order —

• **Terms:** Orders are accepted only when accompanied by funds sufficient to cover price of goods. •

We pay postage within the United States on all retail orders over \$5.00 for Water Plants only —
Otherwise add 50¢ for postage.

For Customers who are able to visit the Nursery, we plant the Lilies in containers for a nominal charge, and all you have to do is place them in your pool.

WE INVITE YOU TO VISIT OUR NURSERIES

• We are located on the North Shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our Nursery is on **WATERSIDE ROAD, NORTHPORT, L. I.**, one mile North of Route 25-A.

• Open Sundays, Holidays and Evenings during **APRIL, MAY and JUNE.**

OUR GUARANTEE

Our Fair Dealing over the 55 years we have been in business offer you the best guarantee possible.

We grow the finest plants possible, ship excellent quality tubers that are true to name and pack each order carefully so it will arrive in good condition.



Should your material not arrive in good condition, be sure your claim is noted by the carrier upon arrival and notify us promptly.

ANY INFORMATION DESIRED WILL BE GIVEN FREELY BY US.

We must be notified not later than July 10th, should any plant fail to grow, we will gladly replace it providing the old lily tuber is returned and postage is paid on replacement.

Guarantee applies only when we are permitted to ship Water Plants at a time we consider safe to plant in your locality.



S. Scherer & Sons

Waterside Road — Northport, L. I., N. Y.

Phone: ANDrew 1-7432

• **Largest Water Lily Growers on Long Island** •

Beautify Your Home Grounds

with your own garden pool - can be placed on your LAWN, TERRACE, PATIO, GARDEN, or in tropical setting in the Living Room, Sun Porch or Foyer . . .

FIBERGLASS POOL - No Maintenance

MAY BE LEFT IN GROUND YEAR ROUND

will not rust - plenty of room for WATERLILIES and FISH!

LIGHT IN WEIGHT — EASY TO HANDLE — LOW IN COST

EASY TO INSTALL — NO MESS — NO FUSS

FREE FORM — 3' x 4½' x 16" deep — **\$44.50**

TEAR DROP — 6' x 4' x 16" deep — **\$49.00**

narrows down at one end

KIDNEY SHAPED — 6' x 4' x 16" deep — **\$55.00**

SQUARE — 30" x 30" x 16" deep — **\$25.00**

RECTANGULAR — 3' x 5' x 16" deep — **\$65.00**

OVAL — 13' x 7' x 24" deep — **325.00**

ROUND — 6' in diameter 12" deep — **\$ 95.00**

ROUND — 7' 4" in diameter 16" deep — **\$140.00**

Shipping weight approximately 30 lbs. F.O.B. NORTHPORT, N.Y.

FILTERS for pools to keep water clear . . .

MEDIUM SIZE FILTER ----- **\$ 14.95**

LARGE SIZE FILTER ----- **\$ 19.95**

RE-CIRCULATING PUMPS - Complete with Fittings

No. 1 PUMP - pumps 150 gallons per hour ----- **\$19.25**

No. 2 PUMP - pumps 200 gallons per hour ----- **27.50**

No. 312 PUMP - pumps 400 gallons per hour ----- **37.50**

No. 312R PUMP - pumps 470 gallons per hour ----- **39.95**

No. 434R PUMP - pumps 635 gallons per hour ----- **55.55**

LILY PAD SETS — lights entire pool **\$6.75** single — — **\$12.50** double

WE CARRY ORNAMENTS FOR POOLS AND GARDEN

Complete Tub Gardens

Complete TUB GARDEN

ONE PERMANIZED TUB. 22" IN DIAMETER, 11" IN DEPTH. Medium gauge, rust-resistant galvanized metal, heavily coated with black asphaltum inside and out!

- 1 WATER LILY - white, pink or blue
- 2 UMBRELLA PALM
- 3 OXYGENATING PLANTS

- 3 FLOATING PLANTS
- 8 SNAILS

ALL FOR . . . \$9.50
(Shipped via express collect only)

EXTRA LARGE TUB GARDENS (In Limited Quantities!)

Rectangular tubs of identical construction 24" x 45" x 12" — nearly twice the capacity of the 22" round tub gardens! Includes everything offered in the \$9.50 garden PLUS 3 continuous-blooming! Water Poppies that float on the water surface AND 2 bunches of hardy, exotic Parrot Feather water plants! A magnificent central feature for any garden!

All for Only \$17.50

HERE'S HOW YOU SET 'EM UP!

Select a sunny location. Imbed tub about 11" deep. Fill tub with 5" to 6" of good top soil. Plant water lily, umbrella palms and oxygenating plants, water poppies and parrot feathers. Cover surface of soil with $\frac{1}{2}$ " layer of sand. Fill tub with water. Place floating plants and snails in water! And that's all. Your tub garden is ready to flourish!

Small Pool COLLECTION No. S-1

- 2 Bog Plants for Centerpiece
- 6 Plants for margins or corners
- 2 Floating Plants (our choice)
- 2 Oxygenating Plants
- 6 VARIETIES IN ALL
- \$3.00**

Regular Pool COLLECTION No. R-2

- 3 Blue Flag
- 2 Water Poppies
- 3 Sagittaria
- 3 Parrot Feather
- 3 Floating Heart
- 3 Primrose Creeper
- 17 PLANTS — 6 VARIETIES
- \$5.00**



Panama Pacific

Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant.

each \$3.95

Tropical Lilies provide twenty-four hours of continuous bloom each day from settled weather in spring until fall. They adapt themselves to the largest Pools or the smallest Tub-Gardens, **the size of the flowers alone being affected depending on the amount of soil and water surface provided.** We ship only mature, potted plants, many already in flower which produce fully developed plants giving a wealth of bloom in a surprisingly short time after setting out. Tropical Lilies are of two distinct types. The Day Blooming Lilies whose flowers open with the sun and close at evening and the Night Blooming Lilies whose flowers open in the afternoon and remain open until late the following morning. For constant succession of bloom the Tropical Lilies are unexcelled.

TROPICAL COLLECTION No. 30

Choice of blue, white, pink day blooming lily
Choice of red, white, pink night blooming lily

- 3 Umbrella Palms (Bog Plant)
- 2 Japanese Taro (Bog Plant)
- 3 Floating Plants 2 Water Poppies
- 6 Sagattaria sinensis (oxygenating)

SPECIAL VALUE ---- \$10.95

HARDY COLLECTION No. 31

Choice of 2 lilies, red, white, pink or yellow

- 2 Arrowhead 2 Blue Flag
- 3 Floating Heart 3 Parrot Feather
- 6 Sagattaria sinensis
- 3 Floating Plants

SPECIAL VALUE ---- \$10.95

COLLECTION OF ROCK GARDEN PLANTS FOR OUTSIDE OF POOL

- 3 Japanese Iris 3 Iberis Sempervirens 3 Nepeta 3 Thymus Serpyllum
- 3 Ameria-Maritima 3 Stokesia Lavender Queen 3 Ajuga Reptans 3 Hemerocallis

SPECIAL VALUE ---- \$10.00

HARDY

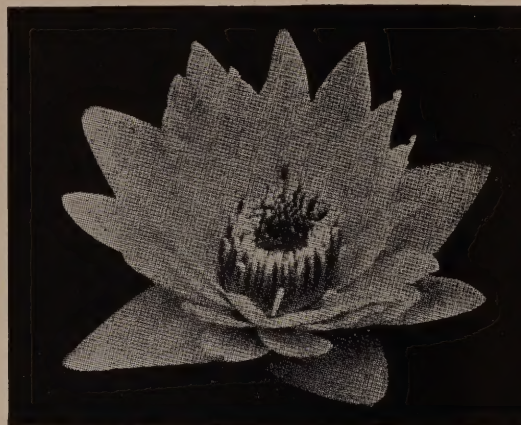
Water Lilies

Hardy Lilies are unexcelled for planting in natural ponds, lakes or in still pools along a river or stream bank, and will beautify the most unattractive bit of water provided they are not planted in too deep water or near a cold inlet. Once established so that the crowns will not be injured by freezing or ice, they become a source of permanent beauty. They may be grown in the smallest of pools and in tubs. The flowers embrace all the colors from purest white, delicate shell-pink, deep rose pink to rich reds, yellows and combinations of red and yellow. There is however, no blue Hardy Lily. This color is found in tropical varieties only.

Yellows . . .

Sunrise. One of the first to open in the morning. Free bloomer, 8-10" across, and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Stands crowding; does well in any depth of water. Superb variety -----each \$4.00

Marliac Chromatella. Charming canary yellow, 4-6" across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years -----each \$3.50



MARLIAC CHROMATELLA

Changeable Colors . . .

These unusual Water Lilies add a novel touch to the Lily Pool. They change color from day to day. The first day they flower into a rich yellow, the shade of the color of the bloom deepens progressively until it reaches a deep bronze. These attractive and useful Lilies are available in the following colors only.

Paul Hariot. Flowers are large, cup-shaped, light yellow, delicately shaded copper-red. -----each \$3.75

Comanche. Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive-green, flecked with brown -----each \$4.00

Aurora. Flowers creamy yellow first day, changing to dark red third day, giving variety of color -----each \$3.50

PAUL HARIOT



Reds . . .

Attraction. One of the most beautiful Lilies, often 8-10" across. On opening garnet red with almost white sepals & stamens of rich mahogany, tipped with yellow; no pool complete without it. ----- each \$4.50

Gloriosa. Deep carmine rose, becoming deep red with age. Blooms continuously; 5 to 6" in diameter. Ideal for either pool or tub. ---- each \$4.00

Whites . . .

Odorata Gigantea. Very large, pure white, very fragrant. Flowers often 6" across. Free bloomer ---- each \$3.00

Marliac Albida. Large size, pure white with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath ----- each \$3.50

Gladstone. Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, 6 to 8 inches across, with cup-shaped golden yellow stamens -- each \$3.50

Tuberosa Maxima. Excellent for naturalization. Fast growing -- each \$3.50

Pinks . . .

Eugenia De Land. Flowers extra large, beautiful color of deep pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing large flowers, often 7 to 8 inches in diameter ---- each \$3.50

Helen Fowler. Deep pink with lighter center. Flowers are borne well above water. Flowers not so large but blossoms continuously ----- each \$3.00

Pink Opal. Full-petaled, cup-shaped flowers of deep rich pink each \$3.00

James Brydon. Cup-shaped flower of rich, rose crimson, 5 to 6" in diameter. Early bloomer, rapid grower. Versatile lily adaptable to either tub or pool culture. ----- each \$3.95

Conqueror. One of the most beautiful Lilies, produces an immense flower similar character as Attraction. Robust grower-strong, & healthy - each \$3.50



GLADSTONE

Marliac Carnea. Large, flesh pink, deeper toward center. Free flowering, large, purplish red leaves, changing to a deep green ----- each \$3.00

Marliac Rosea. Similar to Carnea, except it is a deep rose pink. Flowers 3 to 5 inches ----- each \$3.50

Rose Arey. Considered most desirable of fragrant Lilies. Brilliant pink. Petals pointed & incurved with golden yellow stamens. Excellent bloomers, producing large flowers 7" to 8" each \$4.00



PENNSYLVANIA (Blue Beauty)

Blues

Mrs. Ed. Whitaker. One of the newer hybrid Lilies, largest day bloomer. Lavender blue on first opening, getting paler after flowers age. Leaves beautifully mottled and streaked with dark red. Opens 6:30 a.m., closes as late as 7:30 p.m. No other Lily remains open so long. Flowers about 10" across ----- **each \$3.95**

Bagdad. Leaves are marked with patches of dark reddish brown. Flowers are pale Wisteria blue, very fine bloomer. ----- **each \$3.95**

Dauben. Very light, small blue Lily, adapted to tub culture. Sprouts additional Lilies from the center of its leaves ----- **each \$3.50**

Pennsylvania (Blue Beauty) One of the most popular blue Lilies. Flowers are large and bloom from spring until frost --- **each \$3.95**

Judge Hitchcock. Large, cup-shaped flowers. Color, violet blue. Stamens are gold and tipped with blue. Abundant bloomer. **each \$3.95**

Pinks

General Pershing. Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8-10" across. Flowers are borne about 12" above water. Buds dark green striped with purple. A fine bright color.

each \$3.95

Mrs. C. W. Ward. This is a deep, rosy pink flower with golden yellow stamens tipped with pink. The flowers are from 8 to 10 inches across ----- **each \$3.95**

Persian Lilac. This pink Lilac-colored Lily has a large number of petals. The foliage is clear light green. A very beautiful and desirable Lily ----- **each \$3.95**

Zanzibariensis Rosea. A fragrant, deep pink, 6 to 8" across. Opens earlier in the morning than other varieties ----- **each \$3.95**

TROPICAL

Water Lilies

Purples

Director George T. Moore. Rich purple flowers are borne in great profusion. Often bears 8 to 10 flowers at a time ----- **each \$3.95**

Panama Pacific. Rich, rosy red, on first opening. When fully open changes to deep, reddish purple with yellow stamens. Most popular and promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant. ----- **each \$3.95**

Zanzibariensis (African Purple Lily). Good-sized flowers 6" to 8" across ----- **each \$3.95**

August Koch. Flowers are 7" to 8" in diameter and rise from 8 to 10" out of water. Petals pale Wisteria violet. Excellent variety, blooms freely. Produces young plant from surface of leaves. Easiest Tropical to grow **ea. 4.50**

Midnight. Resembles a double flowering aster - dark violet NEW excellent bloomer ----- **each \$4.50**

DAY BLOOMING WHITES

Isabelle Pring. Large pure white. The color always remains pure white. A very good Water Lily -- **each \$3.95** — **Mrs. Geo. H. Pring.** Best pure white tropical Lily. Producing large, fragrant white flowers **each \$3.95**

TROPICAL NIGHT BLOOMING

A beautiful display of brilliant color — should have a place in every pool. The designation "Night Bloomer" is a trifle misleading; the flowers close at midday, or when the sunlight becomes strongest, and opens again in the afternoon. On cloudy days of late summer, when weather becomes cooler, they sometimes remain open through the 24 hours.

Dentata Superba (Juno). Pure white Lily, 10 to 12" across, with yellow stamen, leaves large, deep, glossy green. Flowers freely throughout summer. Stands well above water. Very noticeable at night **each \$3.50**

Missouri. Best night blooming white. Flowers early. Flowers usually 12 inches in diameter. Leaves are coppery brown when small but develop into deep green as they age ----- **each \$4.50**

Omarana. Flowers from 8" to 12" across. Rosy pink. Stamens deep orange red. Best free flowering of all night bloomers ---- **each \$3.95**

Bisset. Petals wide, beautiful pink. One of best growers -- **each \$3.95**

Devonshire. Deep red, 6-8" across. Open 7 p.m., close 10 a.m. **ea. 4.50**

Mrs. H. C. Haarstick. Brilliant red ----- **each \$4.50**

Mrs. George C. Hitchcock. Rose pink ----- **each \$4.50**

ZANZIBARIENSIS ROSEA



Shallow Water and Bog Plants

Arrowhead, Giant (*Sagittaria Sagittifolia*). Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely, hardy.

35¢ each; 3 for \$1.00; doz. \$3.50

Variegated Sweet Flag (*Acorus calamus Variegated*) Foliage striped green and white. Hardy. **Each 50¢**

Graceful Cattail (*Typha angustifolia*). A tall variety with slender cattails.

50¢ each; 3 for \$1.25

Common Cattail (*Typha latifolia*) Favorite native swamp plant. **35¢ ea. 3 for \$1.00; doz. \$3.50**

Floating Heart (*Nymphoides petatrum*) Produces brilliant yellow flowers; hardy. **3 for \$1.00; doz. \$3.50**

Flowering Rush (*Butomus umbellatus*) Attractive pink flowers borne on round stems with peculiar, three-sided leaves Hardy **50¢ ea.; 3 for \$1.25; doz. \$5.00**

Forget-Me-Not (*Myosotis scorpioides*) Wellknown spring & summer flowering plant with small clusters of blue flowers with yellow eyes.

50¢ each; 3 for \$1.25; doz \$5.00

Yellow Flag (*Iris pseudacorus*) A tall, sword-leaved plant, broad yellow flowers, Japan Iris type. **50¢ ea. doz. \$5.**

Blue Flag (*Iris versicolor*) Exactly like Yellow Flag, except flowers are blue. **50¢ each; doz. \$5.00**

Japanese Taro. Leaves are beautiful blue-green; underneath and around edge, lavender; attractive. **50¢ - \$1.00**

Lythrum Roseum. Rose-colored flowers flowering July and August. **Each 50¢**

Marsh - Marigold (*Caltha palustris*). Clusters of large, buttercup-like flowers of brilliant yellow, early in spring. **50¢ each; doz. \$5.00**

Parrot Feather (*Myriophyllum proserpinacoides*). Invaluable for training over fountain. Hardy. **35¢ ea; doz. 3.50**

Pickerel Rush (*Pointederia cordata*). Blue flowers produced freely. **50¢ each; 3 for \$1.25; doz. \$5.00**

Primrose Creeper. Rapid growing vine, bright yellow flowers. **50¢ ea.; doz. \$5.**

Primrose Willow (*Jussiaea longifolia*). Bright yellow blossoms, profusely borne in axils of leaves. Very desirable for edge of pool. **50¢ ea.; 3 \$1.25; doz. \$5**

Spiral Palm (like umbrella palm) Greenish-white flowers, produced in umbel. **50¢ each; doz. \$5.00**

Sweet Flag (*Acorus calamus*) The Well-known Sweet Flag, sweetly scented. **50¢ each; doz. \$5.00**

Umbrella Palm. Grows well in small pools or moist ground. **ea. 50¢ & \$1.00**

Four-Leaf Water Clover (*Marsilia drummondii*) Resembling a four-leaf Clover. not hardy. **50¢ each; doz. \$5.00**

Water Nasturtium, or Water Cress. Thrives in sun or shade. Ideal near pool spring. Edible. Hardy. **3 for \$1.00; 6 for \$1.50**

Water Plantain. Border plant, heart-shaped leaves and surrounded by tall branching spikes of white flowers. Hardy. **50¢ ea.; 3 for 1.25; doz. \$5.00**

Water Poppy (*Hydrocleis nymphoides*) Leaves float on surface of water. Large yellow flowers. Blooms continuously. **25¢ each; doz. \$2.50**

Wild Rice (*Zizania aquatica*) The importance of wild rice as a food for waterfowl cannot be over-emphasized Should be in every pond. **25¢ each; 5 for \$1.00; 100 for \$10.00**

Collections

TROPICAL LILIES

COLLECTION # 20

- | | |
|-----------------------------|--------------------|
| 1 Blue Beauty | 3 Umbrella Palm |
| 1 Devonshire | 3 Ludwigia |
| 1 Bisset | 8 Ramshorn Snails |
| 1 Mrs. Geo. H. Pring | 1 Portion Salvania |
| 1 Zanzibariensis
purpura | 3 Floating Plants |
| 6 Live Bearing Snails | 3 Anacharis |

Value \$25. for only \$21.00 Postpaid

COLLECTION # 2

- | | |
|-----------------------------------|------------------|
| 1 Devonshire (red) ----- | } \$10.50 |
| 1 Mrs. Geo. H. Pring (white)----- | |
| 1 Blue Beauty (blue)----- | |

Our Ever Popular Collection # 9

- | | |
|------------------------------|---------|
| 1 Mrs. George H. Pring ----- | (white) |
| 1 General Pershing ----- | (pink) |
| 1 Blue Beauty ----- | (blue) |

These Three Beautiful Lilies - Only

\$10.50

HARDY LILIES

HARDY COLLECTION # 11

- | | |
|-----------------------|------------------|
| 1 Sunrise----- | } \$12.50 |
| 1 Pink Opal----- | |
| 1 Marliac Albida----- | |
| 1 Comanche----- | |

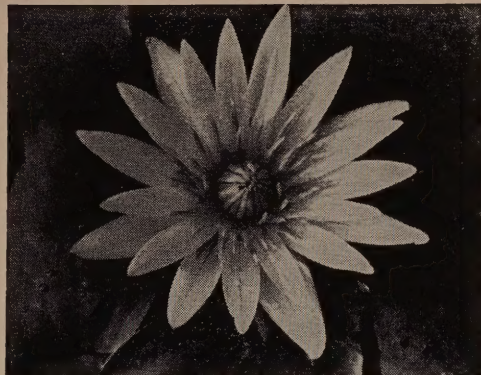
COLLECTION # 15

- | | |
|-------------------|-------------------|
| 1 Comanche | 3 Anacharis |
| 1 Marliac | 3 Ludwigia |
| Chromatella | 2 Blue Flag |
| 1 Gladstone | 1 Yellow Flag |
| 1 Eugenia | 6 Live Bearing |
| De Land | Snails |
| 3 Floating Plants | 8 Ramshorn Snails |

Value \$20. - For only \$18.00 Postpaid

COLLECTION # 6

- | | |
|----------------------------|------------------|
| 1 Gladstone (white)----- | } \$13.50 |
| 1 Marliac Chromatella----- | |
| 1 Rose Arey (pink)----- | |
| 1 Attraction (red)----- | |



MRS. GEORGE H. PRING

(for description see center fold)

COLLECTION # 4

- | | |
|----------------|-----------------|
| 1 Dauben ----- | } \$5.50 |
| 1 Bisset ----- | |

SEE OTHER COLLECTIONS ON

Pages 3, 5 and 14

COLLECTION # 5

- | | |
|-------------------------------|-----------------|
| 1 Odorata gigantea (white)--- | } \$5.00 |
| 1 Marliac carnea (pink)----- | |

COLLECTION # 7

- | | |
|-------------------------------|------------------|
| 1 Odorata gigantea (white)--- | } \$12.00 |
| 1 Helen Fowler (pink)----- | |
| 1 Aurora (changeable)----- | |
| 1 Gloriosa (red)----- | |

COLLECTION # 8

- | | |
|--------------------------------|-----------------|
| 1 Marliac albida (white)----- | } \$9.00 |
| 1 Marliac chromatella (yellow) | |
| 1 Marliac carnea (pink)----- | |

COLLECTION # 25

- | | |
|------------------------------|------------------|
| 1 Missouri White----- | } \$10.50 |
| 1 Panama Pacific Purple----- | |
| 1 Persian Lilac Pink----- | |

Plants etc.

Water Lotus

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden is complete without them. Very fragrant. Beautiful centerpiece in pool.

Should not be transplanted after June 1st.

NELUMBIUM SPECIOSUM. The true flower of the Egyptians. Large, rosy pink. A free bloomer, hardy. each **4.50**

NELUMBIUM LUTEUM. This is the free flowering, large flowering American yellow Lotus ----- each **\$4.50**

NELUMBIUM ROSEUM PLENUM. One of the finest varieties of double rose Lotus; it is one of the largest and free flowering ----- each **\$5.50**

Scavengers

JAPANESE SNAILS 3 for **35¢**, doz. **\$1.25**

BLACK RAMSHORN SNAILS 12 for **50¢**

Gold Fish

We carry Goldfish including the rare Fantails, the Black Moors, and Shubunkins. We do not ship. Please remember to bring a container when calling at the nursery to purchase fish.

Floating Plants

AZOLLA (*Azolla caroliniana*). Small, crinkly green plants ---- Portion **25¢**

DUCK WEED (*Lemna Minor*). A polka dot appearance on water; roots appreciated by gold fish -- Portion **25¢**

SALVINIA (*Salvinia braziliensis*). Dainty, soft green leaves. Popular aquarium plant ----- Portion **25¢**

WATER FERN (*Ceratopteris thalictoides*). Aquatic species of fern family; leaves resembling garden Lettuce.

Each **15¢**, Dozen **\$1.50**

WATER HYACINTH (*Eichhornia crassipes-major*).

Shiny, dark green leaves, stems of which are expended in pseudo bulbs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth ----- **50¢ ea.; \$5.00 doz.**

Notice—Due to a new act (H.R.11636) passed by Congress, we cannot sell or transport water hyacinths in Interstate Commerce. Therefore all customers outside N.Y. State please note that we will substitute Water Lettuce which is also a floating plant and is equally good for spawning.

We hope that this act will be repealed or modified since the Water Hyacinth is a tropical plant and is completely killed off by frost in northern waters.

WATER LETTUCE, or SHELL FLOWER. A rosette of blue-green, velvety leaves --- **Small 3 for 50¢; doz. \$1.50; Large 50¢ Each; \$5.00 doz.**

The Care of your Water Lilies!

Hardy Lilies may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when temperature averages 70 degrees (about May 25)

Water Lilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy

Water Lilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be stored in a cool basement until Spring. — Do not allow them to dry out.

Running water is neither necessary nor desirable and may retard the development of Water Lilies by keeping the temperature too low.

New concrete pools should be filled with water and drained at least four (4) times before any fish or plants are introduced.

Planting instructions are attached to every Water Lily tuber shipped.

HARDY....

Perennial & Rock Plants

Perennials—One of the easiest types of flowers to grow and offering a wide range of uses. Below is a prepared list of selected perennials and rock plants we recommend for planting around the edges of your pool. May also be used for colorful border planting or bed planted for cutting.

We suggest that you order a minimum of three plants of a variety to obtain proper color balance and mass effect.

AJUGA REPTANS. Greenish Bronze foliage and blue flowers 4-6". June.

35¢ ea.; \$4.00 per doz.; 6 at doz. rate

ACHILLEA TOMENTOSA. Charming yellow blooming in June, 8". ----- 35¢ ea.; \$4.00 doz.

ARABIS ALPINE. White flowers—scented for sun or shade ----- 50¢ ea.; \$5.00 doz.

ARMERIA MARITIMA. Pink flowers—Green foliage. June ----- 35" ea.; \$4.00 doz.

CERASTIUM TOMENTOSUM. Silvery gray foliage with cloud of white flowers like little stars in May & June, 6"-----35¢ ea.; \$4.00 doz.

DIANTHUS BEATRIX. Light scented flowers from May to Nov. 9". -----50¢ ea.; \$5.00 doz.

HEMEROCALLIS MAJOR. Beautiful orange-yellow flowers in May. 12"-----50¢ ea.; \$5.00 doz.

HEDERA HELIX BALTICA. Baltic Ivy. Small leafed Ivy deep green color will withstand very cold weather. Excellent ground cover around pool 2-1/4 inch pots.

*6 plants \$1.50, 12 plants \$3.00; 25, \$5.00

IBERIS SEMPERVIRENS. Snowflake compact little bright green plant becomes a mass of white flowers in June 6-8" -- 35¢ ea.; \$4.00 doz.

IRIS KAEMPFERI. Beautiful mixed colors, Flowers in June. 2' ----- 50¢ each; \$5.00 doz.

LAVENDULA VERA. Blue flowers — July 12" 50¢ ea.; \$5.00 doz.

NEPETA-CATNIP. Blue flowers — June & July 12" ----- 50¢ ea.; \$5.00 doz.

PHLOX SUBLATA. Colors of red, pink, white and lavender 3" to 6" . May. 35¢ ea.; \$4.00 doz.

POLEMONIUM JACOB'S LADDER. Clear baby-blue flowers are produced freely in April and May 35¢ ea.; \$4.00 doz.

RANUNCULUS ACRIS FI. PI. Double yellow but-tercup-like little roses on 15" stems. May and June. Plants are very neat. 35¢ ea. \$4.00 doz.

SANTOLINA INCANA. Very compact with beautiful silver gray foliage with the appearance of brick coral yellow. July 6-9". 50¢ ea.; \$5.00 doz.

SEDUM MIDDENDORFFIANUM. 4" high yellow flowers, reddish purple foliage in autumn. 35¢ ea.; \$4.00 doz.

SEMPERIVUM (HEN and CHICKEN). Small green rosettes, good for rock gardens. 35¢ ea.; \$4.00 doz.

STOKESIA LAVENDER QUEEN. Silvery blue color often 5" across. 18 inches in July. 50¢ ea.; \$5.00 doz.

TEUCRIUM CHAMAEDRYIS. A dwarf sub-shrub with glossy green foliage and bright rose flowers 1' Aug. -----50¢ ea.; \$5.00 doz.

THYMUS SERPYLLUM. Creeping thyme with rosy purple flowers 2" June. 35¢ ea.; \$4.00 doz.

FERNS. Hardy. Including 4 varieties. We know you will be well satisfied with our selection. 6 for \$3.00; 12 for \$5.50

Oxygenating Plants

ANACHARIS (Elodea canadensis)
Each 25¢ ----- Dozen \$2.75

CABOMBA
Each 25¢ ----- Dozen \$2.75

LUDWIGIA (Loosestrife)
Each 25¢ doz. \$2.75

SAGITTARIA (Broadleaf)
Small Each 15¢—Doz. \$1.50
Large Each 25¢—Doz. \$2.75

VALLISNERIA (Tape Grass)
Doz. 75¢—100 \$6.00

NITELLA GRACILIS ----- Portion 25¢

MARESTAIL (Hornwort) ----- Portion 25¢

Micro-Seal

POOL PAINT
(Patent Pending)

DURABLE — Micro-Seal properly applied will not peel, check or crack.

EFFICIENT — Micro-Seal is economical, easy to apply. Hardens with age. 25 lbs. waterproofs 175 sq. ft.

HARMLESS — Micro-Seal is harmless to plants and fish.

COLOR — Available in snow-white and eight pastel shades; for pools we recommend Blue, pale Green, Stone Grey or Spanish White.

Complete Directions Inside Package

8½ lb. package \$2.65

Makes about 1 gallon mixed

Special prices on bulk lots

KEEP GOLDFISH HEALTHY WATER CLEAR WITH P.S.P. POOL CONDITIONER \$2.25

Kills Fish lice in pools. Helps Control green algae. Will not harm fish, plants or snails when used as directed. (will treat up to 3200 gallons of water) Complete instructions for treatment with each package. The safe insecticide and water conditioner for pools.

Water Lily Fertilizer (Plugs)

1 plug per ½ bushel of soil - easy to use - JUST PLUG IN SOIL

35¢ each - 3 for \$1.00

Fish Food . . .

PER QUART ----- 75¢

Planting Boxes for Your Water Lilies . . .

MADE OF CYPRUS ----- EACH \$3.00

Orders over \$5.00 received by April 15th will receive 2 beautiful Water Poppies.

COLLECTION #1

1 DEVONSHIRE (red) ----- }
1 BISSET (pink) ----- } \$9.50
1 JUNO (white) ----- }

COLLECTION #3

1 ZANZIBARIENSIS (purple) -----
1 ZANZIBARIENSIS ROSEA (pink) - \$6.50

Fancy-Leaved Caladimous

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white. Plants from 4 inch pots.

Each \$2.00

AQUATIC COLLECTION #10

3_UMBRELLA PALMS ----- }
3_WATER POPPY ----- } \$4.00
3_PARROT FEATHER ----- }
3_FLOATING PLANTS ----- }

TROPICAL COLLECTION #12

1_ZANZIBARIENSIS ROSEA ----- }
1_MRS. EDWARD WHITTAKER ----- } \$13.50
1_MRS. GEORGE H. PRING ----- }
1_ZANZIBARIENSIS PURPURA ----- }



*Enjoy the dazzling beauty
of Exotic Water Lilies
and Aquatic Plants*

OUTDOORS
in your
garden,
lawn
or terrace

INDOORS
in your
living room,
sun porch
or foyer



You *can* grow water lilies easily . . . indoors or out . . . at low cost!
Our complete lily pool collections let you set up an exquisite lily
pool in a matter of minutes . . . give you a beautiful, exciting
“water feature” for years to come! Enjoy the best in dependable
pools and plants by driving in or ordering by mail today!

Collection A

with 6' x 4' x 16" Kidney-
shaped Fiberglass Pool

plus circulating pump
complete with fittings
and underwater light.

- 2 Planting Boxes
- 3 Floating Plants
- 2 Water Lilies (your choice
of blue, pink or white)
- 1 Umbrella Palm
- 3 Parrot Feathers
- 2 Oxygenating Plants
- 3 Japanese Snails
(scavengers)

complete.....**\$99**

Collection H

with 6' x 4' x 16"
Kidney-shaped
Fiberglass Pool

- 1 Exotic Water Lily
(pink or blue)
- 2 Oxygenating Plants
- 1 Floating Plant
- 3 Japanese Snails
(scavengers)

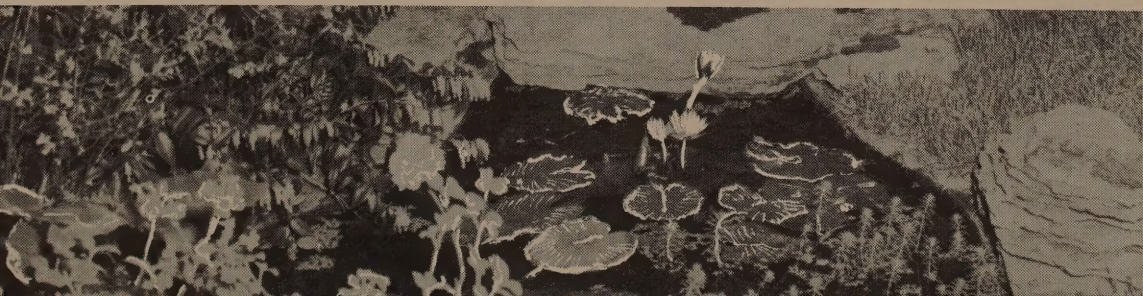
complete.....**\$59⁹⁵**

Collection D

with 3' x 4½' x 16"
Free-form
Fiberglass Pool

- 1 Water Lily (pink or blue)
- 1 Umbrella Palm
- 1 Floating Plant
- 2 Oxygenating Plants
- 3 Japanese Snails
(scavengers)

complete.....**\$50**



Fiberglass Pools

WITHOUT PLANT COLLECTIONS

TEARDROP	4' x 6' x 16"	\$49.00
SQUARE	30" x 30" x 16"	\$25.00
CIRCULAR	6' diam. x 12"	\$95.00
FREE FORM	3' x 4½' x 16"	\$44.50
KIDNEY	4' x 6' x 16"	\$55.00
RECTANGULAR	3' x 5' x 16"	\$65.00
OBLONG	7' x 12' x 24"	\$325.00

Fiberglass pools cannot rust . . . may be left in the ground all year . . . give years of trouble-free satisfaction. Light in weight, they are easy to install. Their rich aqua-green color enhance every setting.

Recirculating Pumps

COMPLETE WITH FITTINGS

No. 1 PUMP — pumps 150 gallons per hour	\$19.25
No. 2 PUMP — pumps 200 gallons per hour	\$27.50
No. 3 PUMP — pumps 400 gallons per hour	\$37.50
No. 3-12R — pumps 470 gallons per hour	\$39.95
No. 4-34R — pumps 635 gallons per hour	\$55.55

(also heavy duty pumps — prices on request)

Other Features

FOR POOL AND GARDEN

LILY PAD LIGHT SETS
to illuminate pool at night

single \$6.75; double \$12.50

FILTERS

to keep pool water clear

regular \$14.95; large \$19.95

CYPRESS PLANTING BOXES

each \$3.00

We also carry tropical and gold fish . . . a complete line of aquarium supplies . . . ornaments and accessories for pool and garden . . . as well as a wide range of choice nursery stock. Visit our pool gardens and nurseries now!

S. Scherer & Sons

Waterside Road
Northport, New York
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Since 1907

**Largest Growers of Water Lilies
and Aquatic Plants on Long Island!**

PUMPS FOR AQUARIUMS

VIBRATOR - SMALL COMPACT	\$5.00
VIBRATOR - RECORD (all parts available - easy to adjust)	\$8.50
PISTON - MARVEL AIR FLOW - operates 3 filters and 3 aerators	\$17.00
rubber mount and pads eliminate just about all noise	

FISH NETS - NYLON MESH	25¢ small	35¢ medium	50¢ large	
FISH NETS - NYLON MESH POOL NETS				\$1.00

HEATER - SUPREME NON-SUBMERGIBLE

This thermostat - heater is built into one complete tubular unit with outside adjustment and internal pilot light

8" 10" - 40 or 75 watt	\$5.00
12" - 100 watt	\$5.25

FILTER FLUFF - for filtering over charcoal	½ lb.	\$2.50
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CHARCOAL - portion	50¢
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AQUARIUM SCRAPERS - wood handle 20" long	50¢
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POWER DIP TUBES Vacuum cleans tank in minutes	\$1.50
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BREEDING TRAPS	98¢
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BREEDING TRAPS - 3 way	\$2.75⁹
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FEEDING TRAY	85¢
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AQUARIUM TEST KIT to determine the P.H. of aquarium water	\$1.50⁹
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LIQUID AQUARIUM CEMENT - 1 lb.	40¢
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LIQUID AQUARIUM SEALER - tube	35¢
--	------------

FISH FOOD - N.V. the richest source of vitamin B12, B13 complete B complex and other known and unknown growth factors	35¢
--	------------

ECONOMY PACKAGE FISH FOOD - 5 SELECTED BOXES for	\$1.00
---	---------------

AQUA TONIC - your best health insurance for sound bodied fish and for the quick recovery of fish from disease or injury. The perfect remedy for body and mouth fungus, tailrot, sore spots, torn fins.

1 oz.	25¢	4 oz.	90¢	1 pt. \$2.50
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VITAMIN TABLETS - keep plants and fish strong and healthy. Drop 1 vitamin tablet into your aquarium for every 5 gallons of water every 10 days	50 tablets	39¢
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ANTI-CHLORINE TABLETS - now you can remove all traces of chlorine from your aquarium water immediately. Safe for fish and plants. Treats 20 gallons of water	Price	25¢
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MAGIC CRYSTAL PAINT - GREEN - RED or BLACK - May be used for painting Aquariums - self designing.	Price	35¢
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S. Scherer & Sons

WATERSIDE ROAD - NORTHPORT, L.I., N.Y.

"Largest Water Lily Growers on Long Island"

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YELLOW TROPICAL WATER LILY

AVIATOR PRING - NEW - Featured in LIFE MAGAZINE. Very prolific, medium-sized, cup-shaped and dark yellow. The leaves have a tendency to turn up slightly at the edges. A very desirable variety for medium-sized pools ----- each **\$7.50**



ST. LOUIS WATER LILY

Bright yellow tropical Water Lily with starshaped blooms averaging 10" in diameter. Sturdy, prolific bloomer.

First of the yellow flowers. Has beautiful mottled foliage. A wonderful addition to your pool.

\$4.00